



## 5K Notes

6/15/17

First planning meeting held at Rosalinda's

### Planning Committee

Well attended – see sign in sheet

Doodle poll – Kyndle Steinmetz, Sharon Hollaway, Charita Futrell, Tina Mitchell, Rita Friend, Steve Baxter, Margaret Waters, Elyse Cullen, Meredith Brewer

Will Chism has expressed interest in being involved, as well as Jennifer, Kyle Hicks, Ramona Hicks, Steve Fleming, Elyse Cullen, Dr. James Galvin, Kerry Krell, and Rita Friend

### Dates

Be sure not to pick a race date that conflicts with an RRCA event (Rock City Running has event schedule)

Races already scheduled on Oct 14, Nov 4, and all of Sept taken

Options are Oct 7, Oct 21, and Sept 30

Conway – Soaring Wings

Fall and winter races are best (Sept-Nov), maybe even in August

### Pricing

Need to keep affordability in mind

Average 5K is \$25 with a t-shirt

Free kids race with adult race

Get \$5 off kid's race with adult race

### Structure and Specifics

Look in to making it a sanctioned run - **Marc Gill** will talk to Gary about sanctioned race and cost

Family event

Maybe two races – 1 for racers, 1 for community, maybe a kid's race

No "names" (Dogtown, Levy Rats, etc.), but local vendor could sell those shirts

Post-race meal

Finish is a big deal

Think about start and finish and how it relates to parking

Trolley service to move people around

Race profits to benefit the Jump Start Coalition for future community events (will also help promote Coalition)

Discussed having an item/chip/quarter sheet at each aid station/check point – get local businesses to create discounts or specials to go on each sheet – rip a page out of a book and finish race with all your pages – marketing for businesses – include historic facts – discounts at local businesses with race bib

### Route

Maybe focus on “the hill” – finish or start on hill and race to connect all 4 parks – D Street called Lark Hill

Think about how to cross JFK

Use Levy Trail

Have to get route approved/sanctioned

Need to schedule police – Kerry knows Chief of Police and will speak to him

Old Mill mentioned

Ridge Road mentioned

Connect to parks in Park Hill

Include cool homes on route

Include street that has great downtown view

Ask Historic Commission for help in identifying cool spots to include on route

Levy/Park Hill route combo

### Sponsors

Dr. Galvin donating post-race recovery lounge time

St. Luke’s interested in doing a pancake breakfast after race

Ken Sullivan – well known in Lakewood, Overbrook, Levy, Indian Hills – can help recruit

Possibly get aid station sponsors for water/Gatorade at each park, victory area

Kyndle Steinmetz will sponsor an aid station

Ask Central Arkansas Water to be a water sponsor

Ask Kroger to be drink and/or food sponsor

Monica will work on a sponsorship letter

### Add-Ons

Fun family and kids’ activities

Booths

Vendors

Music

Food

Drinks

MC

T-shirt – include race route map and key locations on shirt

Time chip – Macs has good pricing on time chips – **Marc** will look into this

Public art creation – **Kyndle** looking into this

Race medals – created by local kids at schools and community organizations, Step Ministries has summer programs for kids living in Eastgate

NLR Animal Shelter mobile unit

### Volunteers

Ken Sullivan – well known in Lakewood, Overbrook, Levy, Indian Hills – can help recruit

EAST Lab at NLR – need community service projects and can help with print material as well

Local students create race medals

Step Ministries has summer programs for kids living in Eastgate – could volunteer, could be finish line welcome team

Next meeting July 6<sup>th</sup> 7:00 – 8:00 at NLR Community Center

7/6/17

Location: North Little Rock Community Center

Attendees: Jenna Rhodes, Monica Zionce, Meredith Brewer, James Galvin, Sharon Holloway

### Notes

James talked to his dad who said if this is going to be a community event then chipping is not in our best interest

Chipping will also make a difference in cost

We need to decide what we're trying to do – is there a happy medium between community event and elite event?

Start to finish in same place

Fun run for \$20

Kids event add on \$5-\$10 add on

Late November is better to not compete with Halloween or early spring with Easter event

Tech shirts with print no more than \$5-\$6 per shirt

10-15 health and fitness related businesses along JFK – instead of tshirt do a swag bag from all businesses

Can sell shirts with name of race on them on day of race

Spring fun run

Easter egg hunt

Could be an annual event

April 1<sup>st</sup> of 2018 is Easter

Possible race date – March 31<sup>st</sup>, 2018

Saturday morning event

Porta potties

NLR Breweries – donate beer for after party

Barricades

First aid station

Post-race nutrition

Have to say if race is stroller friendly when you register it

Routes

- See 6 different routes developed on handout

- Consider those that don't cross Camp or JFK to limit need for police assistance and dangerous crossing

Sponsorship letters

- Various levels

- Some limit the number of sponsors accepted at each level

- Accept in kind donations

- See three examples

Meredith can work on arts and graphics

Possible names

- Hill Hop

- Bunny Chase

- Hop the Hill

## Event Details

Use Run Sign Up to manage registration

## Action Items

Check out app – gmap pedometer

Look for 5K planning tracker, like chronotrack.com

Next meeting is ~~July 17~~ August 2 at 7 pm at Hawgz Blues BBQ on JFK

7/13/17

Location: Lt Breckon's office

Meeting with Lieutenant John Breckon

Consider location for event, i.e. 33<sup>rd</sup> and Cherry Hill has had issues with crime, as has southern Levy in general

Using sidewalks helps – won't need to close off roads

Officer is needed anywhere near the interstate off ramp

Barricades can be used on lesser roads

Need to identify all sidewalks in area and see if we can make a route with those

F is safer than 33<sup>rd</sup> for racers

If we use sidewalks, racers HAVE to stop for traffic

PD assistance – no application, hire officers, have a conversation with Lt Breckon, discuss needs, discuss costs of everything involved, then come to agreement about final cost for PD involvement, officers have a contractual 3 hour minimum at \$45/hr/officer

Use Google Earth to build routes and calculate distance

If we don't need to block streets then we don't need officers, however can consider using officers for general safety and security

Consider using Ridge Road for parking and start/finish location

Submit route to Shirley if pretty similar to the one developed by Lt Breckon in our meeting

Lt Breckon's route – Levy Trail to 47<sup>th</sup> to Ridge Road to Cherry Hill to Poplar to D to Fiesta to F to 35<sup>th</sup> to Levy Trail (see map – 5.2 km)

8/2/17

Jenna Rhodes, Meredith Brewer, Monica Zionce, James Galvin, Sharon Hollaway, Kyle Hicks, Richie Brewer

Hogz BBQ

Possibly start and stop at Ridge Road Elementary

Consider other Easter events and the competition for that day

Chief Davis willing to help us for free with officers

Develop multiple maps, one using Levy and PH, one including parks and cool features of PH, one that doesn't cross JFK and one that does

St. Luke's would prefer the week after Easter

Two races on schedule already for April 7<sup>th</sup> in Little Rock

Ask Coalition attendees their thoughts on dates

Make pro/con list for dates

Kyle, James and Meredith will also look at routes again

Meredith asking Chief Davis about crossing JFK and officers helping for free

Meredith asking PH Baptist about parking lot usage and Easter egg hunt info

Local business involvement – North Bar, Cindy Brock chiropractor

Talk to Stacy Hamilton, Neighborhood Services, Neighborhood Associations, Merchant Associations about details to promote events

Active.com – How to plan a 5K

James has pricing ideas

Next meeting - Monday, August 21<sup>st</sup> 7 pm Buchanas, next to North Bar

9/18/17

Jenna Rhodes, Sharon Holloway, Noelle Coughlan, Monica Zionce, Meredith Brewer

Levy Baptist Church

Mac Timing – Noelle will send contact info

Contact Gary – AR Runner

Family Fun Run vs 5K

3/17/18 → St. Patrick's Day

Look into insurance – look in to Road Runners Club of America

Ask Parks and Rec about going in as a rider on their policy

Fleet Feet will let us use their start/finish blow up banner

Fleet Feet will give us bibs

No Boundaries – running training group – run by Fleet Feet – we get volunteers for pacing groups and promote and recruit attendees – 10 to 12 weeks before the event

Jan 20<sup>th</sup> is 8 weeks out

Jan 13<sup>th</sup> is 9 weeks out

Tu/Th after work

Next meeting 10/4/17 at 7 pm at North Bar

10/4/17

Jenna Rhodes, Lauren Heil, Monica Zionce, Richie Brewer, Meredith Brewer

North Bar

Ask ARCOP if we can buy orange cones instead of start/finish banners on grant

Got a \$400 chip quote from Mac's Timing

Meredith has an email out to PH Baptist about using their parking lot

Look in to LR Marathon's yard signs for messaging and consider putting some out in advance of race

Partner with the City on the Parade and sharing promotion → call Mayor's office

Possibly work with PHNA on activities and Idlewild for fun run

7:00 am 5K start

7:15 am Fun Run start

Bring your little leprechaun

Call Chief Davis and discuss all priority projects including race

Start/Finish is a rainbow

Use shamrocks to mark the trail

Cheap shamrock plastic necklaces for medals

Aid stations – Levy Trail, fire station/neighborhood services, PH Baptist

Investigate race registration sites

Look at FB sign up options too

Registration opens January 1 at the latest

Look in to porta potties – ask City about their contacts

Need blessing from NLRPD for route and officer support

Mile Marker sponsorships

Aid Station sponsorships

Victory Area sponsorships

Only 1 → Exclusive Featured Race Sponsor

Possible Sponsorship Levels → The Gold Coin / Bag o' Gold / Pot 'o Gold / Lucky Leprechaun

Lucky Charms → post race fuel

Crunch numbers with 50, 100, 200, 300 racers

Irish Dance School

Bagpipes

Irishmen

Kilts

Mountain Valley Water in Hot Springs

Add Park Hill Episcopal to sponsors list

Cones

Porta potties

Chocolate gold coins at the park

Food for victory area (bananas, Lucky Charms)

Gatorade and water

Cups for water and cereal

“medals” and other leprechaun themed stuff

Signage – route signage / sponsor signage / event signage

Chalk

Chip timing things

Next meeting 10/23/17 at 7 pm at Jacob’s Wings

10/23/17

Lauren Heil, Sharon Holloway, Stephanie Lusk, Meredith Brewer, Jenna Rhodes

Jacob’s Wings

Chief Davis thinks a fun run is best

Will give us 1-2 officers

Don’t chip

Stick to sidewalks

Be aware of your surroundings

You are in charge of your own safety

Ok with route

Volunteers on route, but not at intersections, not directing traffic, not telling cars what to do

Park Hill Baptist will let us use their parking lot

Race is during Spring Break

Oriental Trading is all Halloween stuff right now, so will need to check back  
Green sunglasses?

Look in to registration platforms

Meredith will work on graphics

St. Paddy's Day Family Fun Run and Mini-Miler through Park Hill and Levy

3/17/18

8 am Family Fun Run

8:30 am Mini Miler

Create FB and Next Door events

Next meeting 11/8/17 at 7 pm at Casa Real

11/8/17

No meeting

Next meeting 11/27/17 at 7 pm at American Pie Pizza on McCain

11/27/17

Jenna Rhodes, Sharon Holloway, Lauren Heil, James Galvin

American Pie Pizza on McCain

Route directions set

Police presence 8:00

5K start time 8:30

Mini miler start time 8:45

Mini miler finish 9:15

5K finish 10:00

Health fair 9:00 – 12:00

Set up 7:30 – 8:45

Cars off lot 8:30

Break down/clean 12:00 – 3:00

Follow last racer with car and pull sign and aid station breakdown as you go

Lauren will contact Central Arkansas Radio Emergency Network – keep track of racers during race

Signage – 40 signs

Vendors – James will handle - \$50

Sharon looking in to porta potties

Giveaway – reusable bag – talk to tshirt shop

James asking his dad about race registration and costs

James will look at church parking lot for best location

Next meeting 12/13/17 at 7 pm at Lakewood Lounge

12/13/17

James Galvin, Sharon Holloway, Jenna Rhodes

Lakewood Lounge

Ask about replacing officer in Levy with multiple volunteers in security vests

FU with Breckon re: JFK crossing plan

Create a minute-by-minute choreographed plan for race (show NLRPD when exactly and how exactly we'll need them)

James ran the route and running down Cherry Hill is the only option

Next meeting at Evolve office to plan placement of health fair, start/finish, porta potties, etc

Talk to PH Baptist about what all we can use (lots, rec center, bathrooms, etc) – ask Meredith if she can do this

Team likes reusable grocery bags, think about cost and what we'll charge racers

Call Christianna to see if they have money to pay for booth fees

\$100 for business vendor booth

Think through sponsorship packages

- Booth included

- Air time during health fair

- Start the race (shoot the gun)

Create a FB event

Look at Eventbrite

Ask Terry about the 5K and insurance and waivers

NLRFD – emergency response for race?

Create detailed budget

Vendor ideas

- Natural Body Institute

Evolve  
Blue Nyla Yoga  
Crave Fuel for Life  
CrossFit Align  
Profectus Athletics  
Medicine Shop (Lakewood Shopping Center)  
School of Man  
Nutrition Hub  
Kita  
Angry Dave's  
Mathews Studio  
Dance Studio

Develop volunteer list, time roles

Next meeting 1/3/18 at 7 pm at Evolve office

1/3/18

James Galvin, Sharon Holloway, Jenna Rhodes

Evolve Chiropractic

Flyer edits

St. Patrick's Day (spell it out in all mentions)

Add address of church with registration location

Costs are placeholders – consider budget and final amounts

“the” rails to trails

Layout of event

Tables and chairs and PA system – Neighborhood Services – need to call Dan and discuss

Pens/pencils/go bag ingredients

Volunteer roles

Race staff roles

Good weather prayer warriors!

Rain Date → March 24<sup>th</sup>

For profit vendors \$100

Non profit vendors \$25

City doesn't have porta potties

AR Portable Toilets

\$80/unit and sales tax

Deliver on Friday and pick up on Monday

Call church and talk to them

Build budget

Rec center rental

Bathrooms

PR costs

Swag bags

Food

Cups

"medals"

Visit firehouse on Magnolia and discuss medical during the run

Put race on race calendars

"Finish" is on D before crossing the intersection, then finish area is on church grounds

Double check with Fleet Feet re: safety pins included in bib donation?

Call Irish Society guy

Create sponsorship flyer

Create registration page

The small parking lot off of the rec center is separated from the building by a concrete barrier and a driveway

Next meeting 1/15/18 at 4:30 at Evolve Chiropractic

1/15/18

Noelle, Lauren, James, Jenna

Evolve Chiropractic

Lieutenant Breckon retired, not sure who the new contact is regarding events

Submitted event application on 1/13/18 to NLRPD and Neighborhood Services.

Heard back from a friend at a local not for profit who said that they do not have funds to pay vendor fees. Think we need for profit vendor fee of \$100 and not for profit vendor fee of \$0-\$25 on a case by case basis.

Created budget showing everything we might need for the race, plus what it would cost to buy it (mostly online research), a column for what we actually pay or what is donated, and who donated it. At bottom built formals to show our overall profit based on what we spend versus what we bring in from full event registrations and mini mile registrations.

Family Fun Run registration = \$20 and Mini Mile registration = \$10

Created to do list with lots of tasks that still need doing, including column for person responsible and notes. Will share link. PLEASE DO NOT DELETE ANYTHING, BUT USE FORMAT→STRIKETHROUGH to show something as being completed or no longer needed.

Eventbrite package that we would need for this event would cost us \$1.99 per registration PLUS 2.5% of total income to use. Don't want to charge more than \$20/\$10 for two runs, which means we would only recoup about \$15/\$6 or so? Going to look into two other platforms to see how they compare. Also, won't open registration until we get official OK from NLRPD and Neighborhood Services regarding our event application.

Need everyone to look at to do list and see if there are different sections that you want to take on. We need a lot of help, but REALLY NEED a volunteer chair, sponsorship/donations chair, health fair chair, registration chair. Please let me know which position you are interested in filling. If you don't want an entire position then which specific task items are you interested in?

James will handle health fair if we are able to secure the Park Hill Baptist Recreation Center for an indoor space.

Jenna is meeting with Mark Dewbre on Wednesday morning to discuss event details and get confirmation of church involvement

Current route according to James' run (thanks James!) was 3.4 miles. He will run again and cut off short section on H to see what that does to distance.

Potential intersection issues (consider barricades, cones, additional volunteers, etc.) are at:  
33<sup>rd</sup> and W D  
Right on 38<sup>th</sup> off of trail

No sidewalks (consider barricades, cones, additional volunteers, etc.) on:  
Cherry Hill  
Cypress

Potentially use cones to create a runners lane separate from car traffic on short sections where it might help

Fleet Feet has cones we can borrow. Can also ask Ridge Road Elementary, Streets Department, Parks and Rec

Idea to add aid station at firehouse on Magnolia for mini mile

Vendors already committed to attending Health Fair:  
Evolve Chiropractic  
Crave Fuel for Life  
Crossfit Align

Also, North Bar/Lakewood Lounge are interested in being involved and helping out, so we need to determine the best way to include them

Send budget doc to team

Send to do list to tem

High school kids need volunteer hours

Think about what to give volunteers as a thank you for helping: swag bag? After party buffet?  
Other ideas?

CARRN is unresponsive – taking them off of to do list, maybe next year

Add notes column to the to do list

Pi Kappa Chi – chiropractic fraternity, James is asking a group of guys to come out and volunteer at the health fair

Look at Sign Me Up and Run Sign Up as potential registration options

Don't need food at aid stations for this short of event

Find a DJ who is able to play music at event on an in-kind basis and use as promotion for his/her business

Lyon University – bag pipers? – just kidding! This is a Scottish tradition!

Encourage kilt-wearing – just kidding! This is a Scottish tradition!

Next meeting 1/30/18 at 7:00 pm at Evolve Chiropractic in Park Hill